

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

Shorr & Associates
1831 Chestnut Street
Suite 602
Philadelphia, PA 19103

Contract / Revision 581786 /		Alt Order # 09837793
Product BALDWIN FOR SENATE		
Contract Dates 10/09/12 - 10/15/12		Estimate #
Advertiser Baldwin/D/Senate		Original Date / Revision 10/08/12 / 10/08/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WITI	Account Executive Trevor Heaton	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code NW80	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	10/10/12	10/10/12	X Factor Wednesday	7p-9p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--W----				1	\$2,000.00			
N 2	6	10/11/12	10/11/12	FOX Prime Thursday 8	8p-9p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---T---				1	\$5,000.00			
N 3	6	10/09/12	10/15/12	M-F 1105p-1135p	1105p-1135p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				5	\$350.00			
N 4	6	10/09/12	10/15/12	M-F 930-10p	930p-10p		:30			NM	5	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				5	\$1,900.00			
N 5	6	10/09/12	10/15/12	M-F 9-930p	9p-930p		:30			NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				5	\$2,000.00			
N 6	6	10/13/12	10/13/12	Sa 8a-9a	8a-9a		:30			NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$565.00			
N 7	6	10/14/12	10/14/12	Su 8a-9a	8a-9a		:30			NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$565.00			
Totals											19	\$29,380.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	19	\$29,380.00	\$24,973.00
Totals	19	\$29,380.00	\$24,973.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WITI-TV

Date:

10/8/12

I, Sherr Johnson Magnus

being/on behalf of: Tammy Baldwin, a legally

qualified candidate of the Democratic political

party for the office of: US Senate

in the General

election to be held on: Nov 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
10/9/12					
10/15/12					

Total Charges:

62,143.50

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Tammy Balolusin for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

The name of the treasurer is David Newby, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/25/12 _____
Date Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature Printed Name Title

CASH ONLY IF ALL CheckOne™ SECURITY FEATURES LISTED ON BACK INDICATE NO TAMPERING OR COPIING

SHORR JOHNSON MAGNUS

MEDIA ACCOUNT

1831 Chestnut Street, 6th Floor

Philadelphia, PA 19103

(215) 567-4080 FAX (215) 567-2106

FIRSTTRUST SAVINGS BANK

3-7380/2360

4125

10/8/2012

PAY TO THE ORDER OF WITI-TV

\$ **62,143.50

Sixty-Two Thousand One Hundred Forty-Three and 50/100*****

DOLLARS

WITI-TV

▲ TAMPER RESISTANT TONER AREA ▲

MEMO Baldwin

[Handwritten Signature]

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